

State of IoT Nation – Analyst View

Wednesday 28 February, 2024 9.00 - 11.30
Gran Fira, Barcelona Hall 8, Theatre 4



Matt Hatton

Founding Partner
Transforma Insights

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Transforma Insights (and before)...a decade+ in IoT

- Transforma Insights is a technology industry analyst firm focused on the impact of emerging technologies and the associated technical and commercial best practice.
- We help technology adopters understand the opportunities associated with new technologies, particularly the Internet of Things, but also in Artificial Intelligence, Distributed Ledger, Edge Computing and others under the umbrella of 'Digital Transformation'.
- We help technology vendors understand the changing market dynamics and the associated market opportunity.

We're evolving from an M2M to IoT world

Traditional M2M markets	Emerging IoT world
Solutions were designed to monitor hundreds and thousands of remote assets	Solutions will be required to monitor, manage and actuate millions of remote
Solutions were structured as vertical "stovepipes": typically standalone developments	
Application development requires developers to consider the entire functionality stack	

Machina Research



Machina Research acquired by Gartner

Posted by IoT Business News | Date: November 11, 2018 | In: Demos/ IoT News, IoT Market

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Machina Research announces Gartner, the world's leading information technology research and advisory firm

Over the last six years Machina Research has assembled a market-leading set of analysts and research focused on the Internet of Things. It has set the agenda in IoT market analysis and supported clients worldwide as they navigate the IoT journey. On 9th November 2018 Machina Research was acquired by Gartner Inc. with all of Machina Research's analyst team making the move to the new organisation, including founders Jim Morrish and Matt Hatton.



Why does the world need Transforma Insights?

NOV 25, 2019 | Matt Hatton

region: ALL sector: ALL technology: ALL

Obviously when you're starting a new company there needs to be an unmet need that you're addressing, otherwise what's the point? In our case, there were three things that we thought needed doing that other firms in the space weren't really doing.

The last decade in IoT

10x growth

Increasing criticality

An emerging security threat

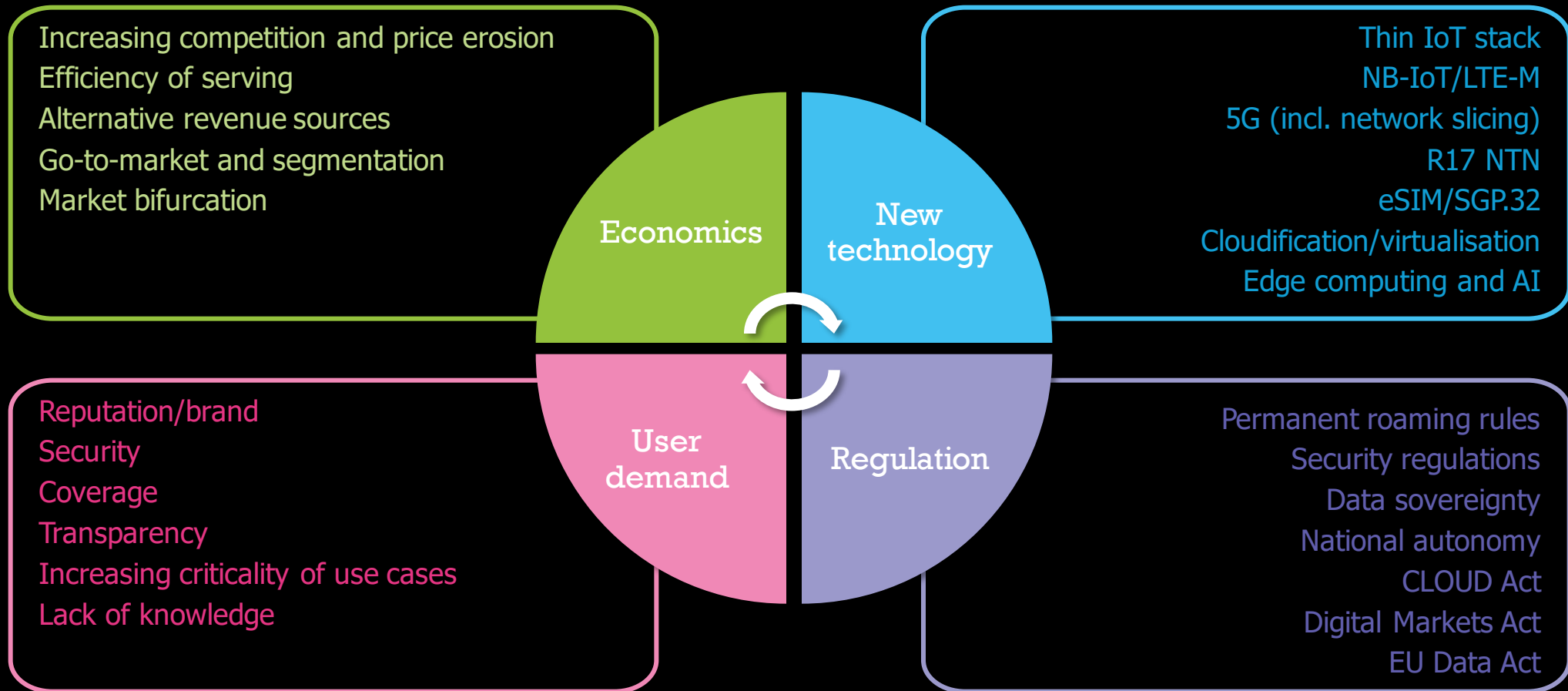
No longer the wild west

From 'make do' to 'made-to-measure'

Platformisation and de-platformisation

From specialists to generalists and back again

Current IoT market landscape



'Transition Topics' for 2024

IoT and data regulations

The new data landscape
and impact on IoT

IoT Application
Enablement Platforms
(AEPs)

Market segmentation,
channels and partner
programmes

Contextualisation

Video analytics enabled
by AI

eSIM, particularly SGP.32

2G/3G sunseting and
implications for IoT

5G opportunities in IoT

Non-Terrestrial Networks
(NTNs) and hybrid
connectivity

Evolving mobile private
networks (MPNs)

Cellular LPWA

Thank you



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matt.hatton@transformainsights.com

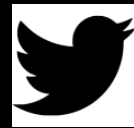
@MattyHatton

+44 7787 577886

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enquiries@transformainsights.com

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